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● In the third joint promotion this year by Ever-Ready, Personna and Colgate-Palmolive shavers will get Glydex-treated blades with Palmolive shaving products.

CAMPAIGN
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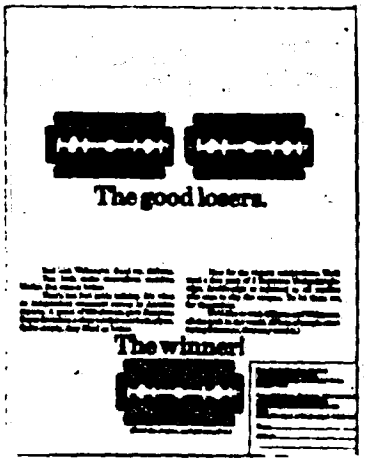
Personna shows off its banned knocking-ads



The ad that knocked too hard

THIS is one of the Ever-Ready Personna ads banned by a Code of Advertising Practice Committee ruling in July because it knocked competitors—Gillette and Wilkinson.

Now Ever-Ready Personna have taken the unusual step of sending out copies of the offending ads to 15,000 trade outlets.

Referring to the banned copy, Ever-Ready Personna marketing director Ray Dallow says, in the six-page mailing: "We feel strongly that our advertising campaign was prepared in good taste, was original and did not discredit our competitors."

Dallow told CAMPAIGN that while it was "absolutely vital" to have controls on advertising, "when we have a significantly better product than competitors we should be able to say so." Certain competitors were making "fairly wide" claims which, he thought, they should be made to substantiate.

He said that the reason for publishing the banned ads was that the campaign "had to be put back and we felt it was only fair that the trade knew what was happening."

Personna's agents, Maclaren, Dunkley, Friedlander, will launch a revised £100,000 Press campaign before the end of the year.

The banned ad above reads: "Bad luck, Wilkinson. Good try, Gillette. You both make marvellous stainless blades. But ours is better. It's what an independent consumer survey in America reports.

"A panel of 500 shavers gave Personna Super Stainless a clear verdict over both of you. Quite simply, they liked us better.

"Now for the victory celebrations. We'll send a free pack of 3 Personna blades (single-edge, double-edge or injector) to all readers who care to clip the coupon. To let them see for themselves.

"We'd like to wish Gillette and Wilkinson all the luck in the world. (If lots of people start trying Personna, they may need it.)"

Dallow said that "very extensive" consumer research was being carried out in Britain to "substantiate our claims and back up our future campaigns."

The new, revised campaign will include 12,000,000 samples, 20 consumer promotions and five joint promotions with major UK companies.

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Source: https://www.industrydocuments.ucsf.edu/docs/hpjk0000